

How to **GIFT WRAP**

Add Glamour to
Your Gifts...Easily

Patricia Phyll

BEN-MONT GIFT-WRAPPING STYLIST



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materials needed for proper gift wrapping

Do you wrap packages prettily? It's a gift — but one you can afford to learn.

Start with an idea — and plenty of room to work. Season it with imagination. That's the beginning of a beguiling package.

Pick your paper. Store selections dazzle the eye with endless variety.

Choose ribbon to match. Always attach a tag or enclose a gift card.

Add a trimming (a flower, leaf sprig or jewel tucked in the bow gives a gift wrap that special look). Assemble scissors, cellophane tape and you're ready to begin.

Here's a tip. Stock gift wraps. Stow them away in a big box with ribbons. Collect trimmings — a discarded sprig of artificial flowers, a feather from an old hat, an odd earring. You'll be surprised at the way they spark up a present. With a box full of wrappings ready, you'll never be caught short when a last-minute gift-giving occasion arises.

A SPECIAL WORD ON TISSUE . . .

There's nothing finer for inner wrapping around the gift. It's perfect for attractive outer wrapping, too. Be sure to buy top quality tissue — it has snap, strength, uniform color. Ben-Mont tissue adds extra luxury to every package.



pick your paper



FOR THE OCCASION

Look for papers specially patterned for bridal showers, weddings, baby's arrival, birthdays, anniversaries. Ben-Mont fine papers cover a lifetime of important events.

paper work on boxes



ALL THUMBS

when it comes to papering a box? It couldn't be simpler! Here's how: Start with gift-wrapping paper, face down, on a flat surface. Place the box, cover side down, on the paper. Center it so the paper pattern shows off to best advantage when the gift is wrapped.

SNIP AWAY SURPLUS PAPER

because too much makes your box bulky. Cut paper just wide enough so it overlaps the box by 2 to 3 inches. End paper needs trimming, too. For best results, it should be cut so it extends just slightly more than one-half the end depth of the box.



FOR THE PERSON

That personal touch makes a gift mean more. Choose a paper that plays up a hobby, spotlights an interest. Does he like sailing? Does she collect cats? Do they make square dancing a Saturday night date?

Here's a tip for added decoration. Cut out the square dancers (or any other design), mount them on thin cardboard, stand them up with bent pipe-cleaners.



FOR THE MAN IN YOUR LIFE

Keep it tailored. There are many designs for men featuring sports, hobbies, the great outdoors. Solid papers, stripes, a design of diamonds, or dots, will please him too. Remember: No fluffs, no frills.



FOR THE SMALL FRY

Cuddly animals, clowns and toyland motifs to delight youngsters are available. (Tie your ribbon around the edge of a thin box to show the paper design at its best.) Add a cluster of lollypops, a candy bar, a plastic toy for extra squeals of joy.



STICKERS

and/or cellophane tape make Step 3 a cinch: Fold paper over the box. Secure the overlap with tape. Next, fold ends tightly, as shown, making diagonal creases at sides. Fold sides in. Seal off the job with a decorative gummed sticker or tape and proceed to the other end of the box.

ALL WRAPPED UP

and ready for finishing touches, a well-covered box presents an appearance that's TNT—trim, neat, tidy! Because paper's cut to the proper size, neatly folded under and taped in place, it fits the box tightly and smoothly. The box is ready to beribbon.

HOLD RIBBON

on top of package, allowing short end to extend 6 inches beyond center. Bring ribbon around length of box, then to starting point; cross ribbon. Bring it around width of box and back to starting point. Pull together. Tie a knot. Add a bow (See instructions on Page 11).

no box... no bother

CLEVER WRAPPING can solve the problem of how to handle a gift minus a gift box. If it's lingerie, a sweater or such, wrap it in tissue paper. Sandwich it between two cut-to-size pieces of cardboard, taping them together. You've a box-like foundation that's ready to be wrapped!

WHAT TO DO with a box-less bottle of perfume or jar of jelly? Try this trick: Cut gift-wrap paper in two squares. Place one over the other to make an 8-point star. Center bottle on paper, and bring paper up to the bottle top. Fasten with a ribbon. Fluff out star points decoratively.

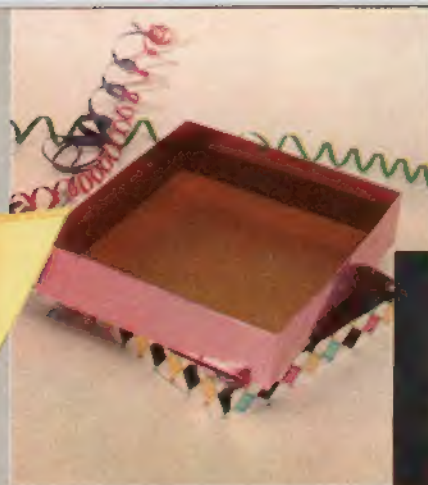
IS THE GIFT TALL? Department store wrappers give us the answer to this one. First, the item is wrapped in tissue. Then it's rolled in a piece of corrugated paper cut to the correct length. Fasten it with tape and you've made a cylinder that's just as easy to wrap as a box would be.

MAILING TUBES come to the rescue for umbrellas, fishing tackle and other long, slim boxless gifts. No tube handy? Make your own as above. Pliable or corrugated cardboard, long enough to wrap 'round the article and overlap an inch or so, does it. Tape in place. If need be, close off ends with cardboard circles.

GIVING BABY a rubber ball or that date-age daughter a crystal globe? The easiest way out of wrapping round items is to cover them with paper, securing the overlap with tape. Don't tuck paper ends in. Tie them off next to the globe with ribbon. Cut ends to make spaghetti fringe.



boxes . . . BIG! . . . BIGGER! . . . BIGGEST!



How do you wrap 'em when gift wrap paper just doesn't go 'round?

BIG BOX

This box for a kitchen tool set is wrapped in papers with complementary colors. Top and bottom are actually each covered with one piece of foil. No joining, no matching.



BIGGER BOX

A fur coat box takes two sheets of paper. Use them to wrap half of the box at a time. Use colored sticky tape to hide the center seam or conceal it under ribbon.



BIGGEST BOX

Something that's high, wide and handsome and heavy to carry may be too huge for all-over wrapping. Circle it with a wide-wide band of gift wrap paper. Make a paper bow, too, using strips 5 to 7 inches wide, depending on the size of the gift, for loops.



ROUND BOXES

There are no corners to cut but don't let that throw you. Wrapping technique is nearly the same for round boxes as it is for square ones.



Place box on its side on a paper long enough to overlap the usual 1 to 2 inches, depending on the size of the package. Fasten with tape.

Fold ends of paper down so they make neat little pleats. Keep them in place with a centered gummed seal.

Add a ribbon and you've gotten around this particular problem attractively.



make Christmas merry and bright!

Gay as that jolly old elf himself — that's how Christmas packages should be. Let your imagination run riot with trimmings. Choose the brightest papers you can find — solid metallics or brilliant patterns decked with symbols of the Yuletide season. It's Christmas and anything goes as long as it's merry and bright as the happiest holiday of them all.

Here are several ideas for making your packages the merriest and the brightest under the tree.

1. Use two colors of ribbon which match the colors in the gift wrap paper. Tie fluffy bow and two vertical bands.
2. Use white tissue on a cylindrical box; make circular hat out of gay foil wrap and attach small Christmas tree ornaments with bow knot. Draw kewpie doll face with crayon.
3. Three Wise Men pattern is decorated with matching two-tone fluffy bow. Glitter Star of Bethlehem tops off bow.
4. A cellophane cone filled with gum drops serves as decoration for this child's gift.
5. Petite ballerina figure has skirt fashioned from white satin ribbon decorated with velvet bow knots. (Figures of this type are available in many stores.)
6. Curly bow is decorated with white Christmas bells. Ribbon runs down side of box so as not to obstruct "Merry Christmas" greeting.
7. A combination of wide and slim decorative ribbon is used in bow and two vertical stripes on each side of box. White Christmas bells are added to the bow.

8. Two designs cut out of Styrofoam are attached to box.
9. Silver foil is used for the hat and the skirt of the ballerina figure. Ribbon is cut from children's clothing in all varieties.
10. Ribbon is of two colors and a tulle skirt is added.
11. This attractively decorated package has beads, pasted on, and many decorations.
12. Stardust Glitter is used for the hat and the skirt of the ballerina figure. Bow is a fluffy bow.
13. Silver foil is used for the hat and the skirt of the ballerina figure. Ribbon is cut from children's clothing in all varieties.
14. Umbrella is made of tissue, set in a box. Two-color ribbon is used for the bow.
15. Three-color ribbon is used for the bow and the skirt of the ballerina figure. White Christmas bells are added to the bow.



of foil are used with Santa's head cut
foam. Cap made of red tissue.

enhanced by candle and holly design cut
n's construction paper which is available
y stores.

punched metallic type with holly decora-
(Of course, real holly can be used.)

ge package is lavishly decorated with gold
l color balls and tinsel. (You may have
ative items hidden away in the attic.)

ter Tissue is used with Christmas bells
m foil gift wrap and hung on red ribbon.
y combination of Lurex and satin ribbon.

d roto gift wrap are attractively combined
oinsettia to match paper design.

wrapped in corrugated paper and red
n Styrofoam with pine cane decoration.
ricle bows make flame.

ow of Lurex and satin ribbons decorated
of miniature Christmas ornaments.

16. Tailored bow is used with jewel-flower decoration.

17. Green velvet tailored bow runs around edge of box.
Christmas tree decoration is green glitter, rubber-
cemented to box,

18. The bow is white and silver tinsel with a silver tinsel
ball at the corner and red ribbon has lace edge of
silver.

19. V-ribboned package has two-color fluffy bow and
miniature pine cones and red berries.

20. Blue foil is decorated with cut-out ongel motif made
from lace doilies and silver foil. Cloud made with
tailored bow.

21. Two colors of paper are used with white bow and
holly sprig.

22. Single strand of ribbon with candy cane decoration
made from cellophane straw.

23. Luxurious bow is topped by unusual type of Christmas
tree ornament in two contrasting colors.

24. Cover of Christmas card is used to decorate this
package.



25. Cornucopia of Christmas tree ornaments tops the box.

26. Two half daisy bows are decorated with gold painted
holly leaves and snow berries.

27. Hanging display of ribbons, pine cones, holly and
berries.

28. Large flower type bow tops off this joyous over-sized
package.

ribbons and bows

There are varied ways to fasten ribbons around a box. Our choices add glamour. They're fancy but easy to do.

SIX RIBBONS — THREE BOWS:

Tie three ribbons across the length of the box, so they're an equal distance from each other. Tie three ribbons around the width of the box, so they're an equal distance from each other. Make one center bow and two off-center bows.

RIBBON BORDER:

Three inches from each end of the box, circle the box with a ribbon. Make two bows — one for each circling.

TRIM AND TAILORED:

Circle the box with ribbon to make two, three or four parallel lines. No bow needed. Just fasten each ribbon with tape.

V FOR VERY SPECIAL:

Bring ribbon around the box twice, starting at the center point of a short side of the box. Tie ribbon with a knot. Separate ribbons at bottom end of box. Add a big bow, of matching or contrasting ribbon.

OBLIQUE LINES:

Tape ribbon 4 to 5 inches from the end and hold at one corner of the box. Wind the ribbon over a corner, under, over, under and up over again to where you are holding the other end. Tie the two ends and attach bow.



a pretty bow

is the finishing touch your gift wrapping needs. With a little practice you can whip up a fancy bow without even looking. First, try these two fancy floral-type bows — the daisy and the rosette:

DAISY BOW:



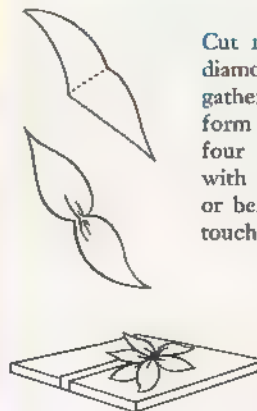
Holding $\frac{1}{2}$ " stiff ribbon make a 6" double loop, repeat 12 times, making all loops the same length. Holding the bow flat, tie ribbon loosely around the center. Attach flat to package. Arrange loops evenly for a perfect circle.

ROSETTE:



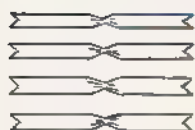
Form ribbon in loops of the same length. Tie in center. If ribbon's the type that curls, draw ends between thumb and dull edge of knife to curl them. If you like, make a smaller rosette bow to top the larger one.

POINSETTIA BOWS:



Cut ribbon in diamond shape and gather at center to form petals. Three or four tied together with a sprig of holly or berries will add a touch of elegance.

SUNBURST BOWS:



Make "V" cuts in both ends of four or five lengths of ribbon, tie together and attach to package.



CIRCLE BOW.



With $\frac{1}{2}$ " stiff ribbon make a circle, 1" in diameter. Continue with clockwise circles, $\frac{1}{2}$ " larger than preceding one. Finish with a short piece of ribbon through center loop. Fasten together on back with tape.

TIE BOW:



Using 2" ribbon, about 8" long, loop one end toward you about one-third the length of the ribbon. Fasten with tape. Wrap ribbon around the base of the loop and fasten on the back. Cut a V-shape at the free end of the ribbon.

TAILORED BOW:



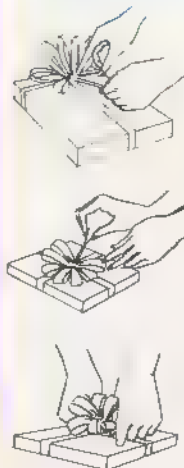
Make a circle of 1" to 2" ribbon about 6" around. Fasten with tape. Press down the outer circle in the center forming the first double loop. Each additional loop should extend $\frac{1}{2}$ " beyond the preceding one. Cut ribbon close to center. To finish, lap a short piece of ribbon around center and fasten in back.

CURLY BOW:



Using curling ribbon, loop back and forth evenly to a 6" length, approximately 15 times and fasten in the center. For the curly effect, cut about one third of the loops and curl all cut ends over a blunt knife. Distribute attractively.

PUT YOUR BOW IN PLACE:



Tie it to the package with the ends of the ribbon you used to circle the box.

Or use a narrow but matching ribbon to tie a wide bow to the box. Or a piece of thin wire.

Or tape your bow in place. When the bow's arranged, use tape, too, so it'll stay just the way you want it.

happy birthday to whom?

It's somebody's birthday and you've shopped around to buy something special — now make the package complete with a gift wrap that's special, too.

A bead, button or sparkling mock jewel to represent a birthstone makes a thoughtful gift-trim. Or how about finding the appropriate zodiac sign, or birth date, and pasting it to the package? Does that special someone have a favorite color? Choose it for the gift wrap of course! A favorite flower? Loop it through the bow for a festive finishing touch. Is he or she hobby happy? Then find a paper that plays up that favorite pastime and use it to wrap your package.

And for the kids . . . there are hundreds of joy-provoking ideas you can work out. Cut out the figures on the paper (as shown in Indian Stage Coach picture), mount them on thin cardboard, tape them so they "gallop" over the bow. A little girl will love the real corsage attached with long needle to the package as shown in the third picture down, in left column. Cut out words or letters from magazines — use slogans or the person's name.

. . . Even Rover has a special wrap for his big day.



gifts for all occasions . . .

SPECIAL OCCASIONS

All through the year there are special occasions when presents say you're thinking of someone . . . your Valentine with a fan and a hearts and flowery box . . . a pretty colleen with a St. Patrick's Day package bedecked with shamrocks . . . an Easter gift with a small yellow chick tucked in the bow for a seasonal touch . . . Mother's Day – Father's Day, when specially wrapped presents show extra thoughtfulness . . . for confirmation, simple and white. (Note the delicate pleats in the tissue.)

Key your gift wrap to the occasion and each one on your list will know it's not just another present but one that's custom-designed just to please a very particular party.



special gift wrap ideas

Here are some smart, easy-to-do ideas for special designs, odd-sized and odd-shaped gifts.



CHAMPAGNE



RECORD ALBUM



RICK RACK



TWINS



2 PAPER DESIGNS



FRYING PAN



MAILING TUBE



MONEY or CHECK



GRADUATION



CIGARETTES



and JUST PLAIN CUTE

wrapping for faraway places

Is your package going far, far away? 'Twould be a shame if all the fancy wrappings were spoiled in the mail. They won't be if you take proper pains to wrap the package properly.

1. Protect a carefully-made bow by circling it with a collar of cardboard or corrugated paper.
2. Make the package mail-proof by putting it in a corrugated cardboard box for mailing or covering all four sides with corrugated paper. If the outer box is too big, make your package fit by fitting crushed tissue around the sides.
3. Wrap the box in strong Kraft paper that will take the wear and tear of the mails.
4. Tie securely with heavy twine.
5. Use a mailing label and print the address and return address clearly.
6. If contents are fragile, be sure to use a "Fragile - Handle with Care" label.



wrapping it all up

Attractive, well chosen papers, ribbons and decorations *plus* a small dash of imagination are the simple answer to attractive, effective gift wrapping. We've given you some ideas. Now go to work and add some of your own. And always remember — look for Ben-Mont Gift Wraps in your favorite store. We repeat — Ben-Mont, America's Largest Selling Gift Wraps.

Sincerely,

Patricia Phyll

Ben-Mont Gift-Wrapping Stylist



Birthstones add that "special" touch to your gift trim. (See page 12)

January, Garnet
 February, Amethyst
 March, Bloodstone or Aquamarine
 April, Diamond
 May, Emerald
 June, Pearl, Moonstone or Alexandrite
 July, Ruby
 August, Sardonyx or Peridot
 September, Sapphire
 October, Opal or Tourmaline
 November, Topaz
 December, Turquoise or Zircon

Make your gift distinctive with the appropriate Zodiac sign. (See page 12)

Aquarius (Jan. 20 — Feb. 18)
 Pisces (Feb. 19 — Mar. 20)
 Aries (Mar. 21 — Apr. 20)
 Taurus (Apr. 21 — May 20)
 Gemini (May 21 — June 20)
 Cancer (June 21 — July 22)
 Leo (July 23 — Aug. 22)
 Virgo (Aug. 23 — Sept. 22)
 Libra (Sept. 23 — Oct. 22)
 Scorpio (Oct. 23 — Nov. 22)
 Sagittarius (Nov. 23 — Dec. 21)
 Capricorn (Dec. 22 — Jan. 19)

APPROXIMATE DATES

Wedding Anniversaries . . . from paper to diamonds. (See page 4)

First, Paper
 Second, Cotton
 Third, Leather
 Fourth, Fruit and Flowers or Silk
 Fifth, Wooden
 Seventh, Woolen or Copper
 Tenth, Tin or Aluminum
 Fifteenth, Crystal
 Twentieth, China
 Twenty-fifth, Silver
 Fiftieth, Golden
 Sixtieth and Seventy-fifth, Diamond

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